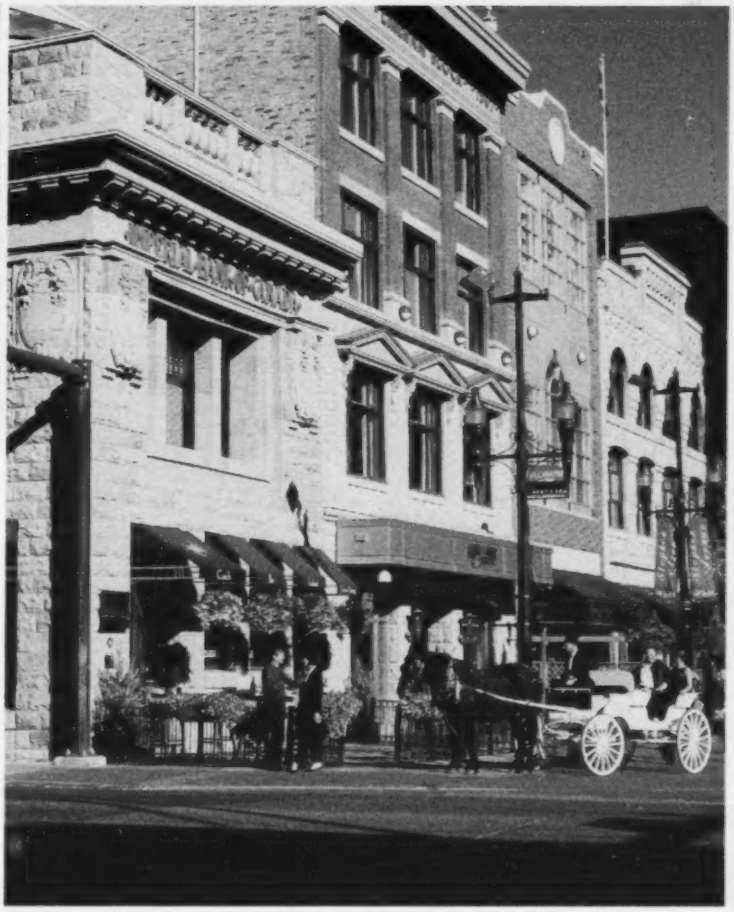

INDUSTRY PROFILES

Retail Trade Industry

June 2012

Alberta

Overview:

The Retail Trade industry[1] in Alberta includes two types of retailers:

- stores that attract walk-in customers for products and related services; and
- non-store retailers who reach customers and market merchandise via other methods (i.e. infomercials, direct-response advertising, traditional and electronic catalogues, in-home demonstrations and vending machines).

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2. Industry's Growth
3. Facts, Trends and Outlook
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[1] North American Industry Classification System (NAICS) major groups 44 and 45

Section A: Business Environment

1. 2011 Employment and Unemployment Numbers and Rates:

	Alberta	Retail Trade Industry
Number of employed	2,094,100	231,400
Percent employed in the industry		11.1%
Number of unemployed	121,000	11,800
Unemployment rate	5.5%	4.8%

Data Source: Statistics Canada, Labour Force Survey, CANSIM Table 282-0008, 2012

For more information on employment numbers or for a historical comparison, please go to the Labour Force Statistics[2] or Statistics Canada[3] websites.

2. Industry's Growth:

- This industry accounted for 11.1% of total employment in Alberta in 2011.
- Employment in the Retail Trade industry is expected to grow at an average rate of 1.7% from 2011 to 2015.
- This industry is expected to account for 11.2% of total employment in Alberta in 2015.

For more information, see the *Alberta Modified Canadian Occupational Projection System (COPS) Outlook 2011 – 2015, Industry Employment Outlook*[4] online and the Alberta Learning Information Service (ALIS)[5] website for descriptions of industries.

[2] See http://www.employment.alberta.ca/BI/67.html
[3] See: http://www.statcan.gc.ca
[4] See http://www.employment.alberta.ca/documents/cops-outlook-2011-2015.pdf
[5] See http://www.alis.alberta.ca

3. Facts, Trends and Outlook:

According to Statistics Canada's National Economic Accounts, the Retail Trade industry accounted for 5.3% of Alberta's Gross Domestic Product in 2011, up from 4.2% in 2001. This industry had the highest employment and its share of Alberta's total employment was 11.1% in 2011, down from 11.4% in 2001.

Employment in 2011 was virtually unchanged from its level in 2010. Over the last ten years, employment increased from 185,200 people in 2001 to 231,400 people in 2011. There were 297,100 employees in Trade (wholesale and retail) of whom 91.4% were permanent and 8.6% were temporary. Self-employed people accounted for 8.1% of total employment in Trade in 2011.

Characteristic	Alberta	Trade*
Median Retirement Age (years)	64.7	62.8
Average Number of Hours Worked per Week	37.6	34.7
Multiple Jobholders (% of total employment)	6.0%	5.4%
Average Job Tenure (months)	87.9	68.0
Employees Under Union Coverage (%)	23.2%	9.6%
Employees Working Overtime per Week (%)	25.8%	20.2%

Data Source: Statistics Canada, Labour Force Survey, CANSIM Tables 282-0022, 282-0031, 282-0042, 282-0078 and 282-0084, 2012, and custom tabulation (median retirement age)

* Both Wholesale and Retail Trade are included.

According to *Alberta Occupational Demand Outlook 2011-2015*, employment growth in the Cashiers; and Retail salesperson and sales clerk occupations is expected to be less than 2.7%, the average for all occupations. Growth in other occupations within this industry is expected to be above this average.

4. Size of Businesses in Alberta and the Industry:

Establishment Size	Businesses in Alberta		Businesses in Trade*	
	Number of Employees	%	Number of Employees	%
Less than 20 employees	637,400	36.6%	118,900	40.0%
20 to 99 employees	594,400	34.1%	112,600	37.9%
100 to 500 employees	326,300	18.7%	58,600	19.7%
Over 500 employees	184,200	10.6%	7,000	2.4%

Data Source: Statistics Canada, Labour Force Survey, CANSIM Table 282-0076, 2012

* Both Wholesale and Retail Trade are included.

Note: Statistics Canada's survey methodology for determining establishment size differs from the one it uses in the Labour Force Survey to determine total employment. As a result, the total number of employees by establishment size will not be the same as total employment in the combined industry, except by coincidence.

Section B: Human Resources Profile

1. Occupational Information:

Some examples of occupations that can be found in the Retail Trade industry include:

- cashier;
- direct distributor;
- optician;
- pharmacist; and
- retail store manager.

For a complete listing of all occupations related to this industry as well as detailed information on education and skill requirements, visit the Alberta Occupational Profiles[6] website.

2. Demographics: Gender and Age:

According to the Labour Force Survey, the gender breakdown in the Retail Trade industry in 2011 was as follows:

- women employed: 127,100 people, or 54.9%
- men employed: 104,400 people, or 45.1%

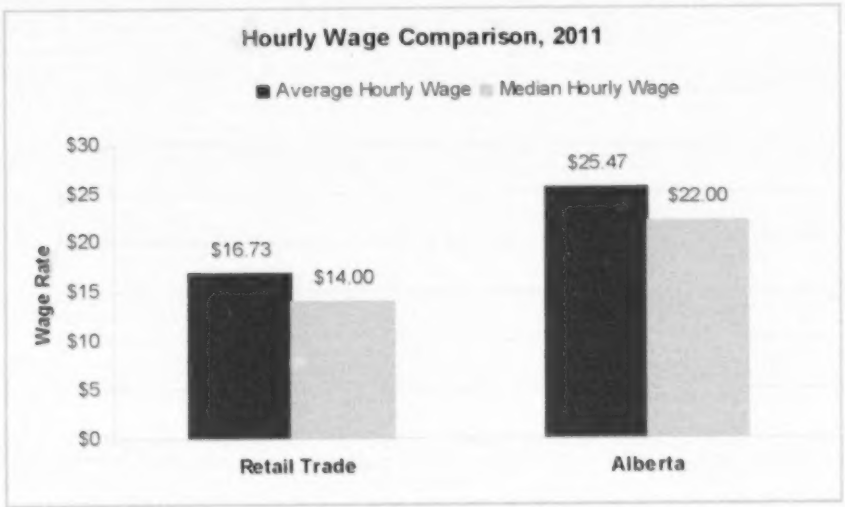
In Alberta, women accounted for 44.9% and men made up 55.1% of total employment.

Age Characteristics	Employment in Alberta		Employment in Retail Trade	
	Number	%	Number	%
15-24 years	318,900	15.2%	73,300	31.7%
25-54 years	1,423,000	68.0%	124,100	53.6%
55 years and over	352,300	16.8%	34,100	14.7%

Data Source: Statistics Canada, Labour Force Survey, CANSIM Table 282-0008, 2012

[6] See http://www.alis.alberta.ca/occinfo

3. Wages:



Data Source: *Wages of employees by industry (current dollars), full- and part-time, age group, sex, Canada, province, annual average* - Custom tabulation, Statistics Canada, 2012
Note: The average hourly wage is obtained by dividing the sum of the wages of all the employees by the total number of employees. The median hourly wage is that wage below which half the employees earn and above which half the employees earn.

Wage and Salary Information for Selected Occupations

Occupation	Average Hourly Wage			Average Annual Salary
	Starting Average	Overall Average	Top Average	
Pharmacist	$ 44.98	$ 49.76	$ 56.42	$ 85,972
Retail trade manager	$ 22.46	$ 28.14	$ 34.37	$ 59,804
Optician	$ 12.59	$ 16.98	$ 24.32	$ 34,002
Retail salesperson and sales clerk	$ 10.95	$ 14.24	$ 19.69	$ 22,968

Data Source: 2011 Alberta Wage and Salary Survey

For more information on the 2011 Alberta Wage and salary Survey, refer to the WAGEinfo[7] website. For job descriptions, duties, required skills and education requirements for specific occupations in the Retail Trade industry, visit the ALIS[8] website.

[7] See http://www.alis.alberta.ca/wageinfo
[8] See http://www.alis.alberta.ca

Section C: Additional Information

Links to Selected Associations in Industry:

- Retail Council of Canada
  (http://www.retailcouncil.org)
- Motor Dealers' Association of Alberta
  (http://www.mdaalberta.com)
- Alberta Pharmacists' Association
  (http://www.rxa.ca)
- Canadian Federation of Independent Business
  (http://www.cfib.ca)